



Interreg



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NEXT MED

YOUTHMED

Call for media expert

YOUTHMED Project

Empowering Youth for an Inclusive Mediterranean

Project Code: A_Y_3.1_0624

Reference: A_Y_3.1_0624 – 002

Better World Foundation is looking for a communication service provider who will be contracted as part of the YOUTHMED project, co-funded by the European Union under the Interreg NEXT MED Programme.

Project Overview

Programme: Interreg NEXT MED Programme, co-funded by the European Union

Project Duration: 30 months (June 2025 – December 2027)

YOUTHMED aims to strengthen youth participation, cooperation, and civic responsibility across the Mediterranean through inclusive dialogue, cross-border exchange, and digital innovation — enabling youth and youth organizations to co-create solutions and actively shape resilient societies.

Key Benefits and Impact

510 youth trained in civic engagement, media literacy, and digital participation

25 youth organizations cooperating across borders

1 multilingual AI-powered platform (SmartMaria) to enable youth collaboration

4 transnational events with political and cultural leaders

1 shared digital knowledge space

Policy-relevant data and networks to inform inclusive youth strategies

Target Groups: Youth aged 18–30, youth organizations, civic actors, and public institutions in Lebanon, Egypt, Greece, and Spain.

Assignment Scope

The selected provider will support Better World Foundation and its partners in executing several communication and outreach activities, including:

1. Video Production

- 1 Cohesive Narrative Video (testimonial-style) – max 5 minutes
- 2 Short Videos (project launch & achievements) – max 3 minutes each

2. Media Relations

- 1 National-Level Media Activity (press, interviews, etc.)

3. Event Support

The provider will also support the organization of multiple events, including:

- Branding and visibility materials
- Photography and videography coverage
- Refreshments, meals, and logistical arrangements
- Venue setup and participant materials

Supported events include:

- 1 dissemination Event (60 participants).
- 1 Joint Networking Event (40 participants)
- 3-day youth exchange activity (40 participants)

4. Strategic Support and Consultancy

- Providing ongoing communication consultancy and advisory services to BWF's team to ensure effective planning, EU-compliant visibility, and message coherence throughout the project.

Indicative Timeline of Activities

	Task	Period (month)	Deliverable
D1	Produce 1 short video (inception)	Months 2–3	1 video (3 minutes)
D2	Host 3-day Youth Exchange activity (40 participants)	Months 10–12	4-star venue, equipment, refreshments, lunch, program, project visibility materials, and interpreters
D3	Organize 1-day hybrid transnational event (40 local participants)	Months 13–18	5-star venue in Cairo, equipment, refreshments, lunch, program, project visibility materials, and interpreters

D4	Produce 1 testimonial/narrative video	Months 18–22	1 narrative video (5 minutes)
D5	Conduct 1 national media activity	Months 22–35	1 TV interview and press release
D6	Organize 1 national dissemination event (60 participants)	Months 14–30	5-star venue in Cairo, equipment, refreshments, lunch, program, project visibility materials, and interpreters
D7	Produce 1 short video (achievements)	Months 24–30	1 video (3 minutes)

Final activation dates will be communicated by BWF. The provider must remain available and responsive throughout the project.

Provider Profile

- Experience: Minimum 3 years in media production or event communication
- Portfolio: Proven record in EU/international cooperation projects

- Language: Fluency in English and Arabic.
- Capacity: Ability to deliver and organize events across Egypt.
- Compliance: Must follow Interreg NEXT MED visibility and branding rules

Expected Deliverables

- 3 professionally produced videos (1 narrative + 2 shorts)
- 1 press/media activity (documented)
- Full event communication coverage and materials for events with 40+ participants.

Contract Terms

- Contract Type: Framework contract (task-based activation)
- Duration: Until December 2027
- Supervision: BWF Communication Manager & Project Manager

How to Apply

Please fill out the following form to apply by Thursday the 5th of February 17:00:

<https://forms.gle/fZAimzspLZysiRPJ9>

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